Arizona Statewide
Education and Outreach Plan
Regarding Public Safety
Communications Interoperability

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Outreach Plan Overview

- AZ's SCIP Strategic Initiative #12 is to: "Create and Implement an Education and Outreach Plan in Support of Interoperable Communications."

- The PSIC Office has developed a draft Statewide Education and Outreach Plan Regarding Public Safety Communications Interoperability which:

  - Provides information and resources to emergency response policy makers and practitioners about interoperable communications initiatives and directives that impact the State.

  - Encourages participation and gives direction to stakeholders for supporting education and outreach activities.

  - Is intended for all Arizona stakeholders to use as a resource for their outreach efforts. (Note: PSIC Staff's outreach efforts are detailed in the PSIC Office Plan.)

Outreach Plan Structure

The Outreach Plan is presented in six sections:

1. Introduction

2. Goals

3. Fundamental Messages

4. Outreach Tactics

5. Targeted Interoperability Topics

6. Target Audiences and Next Steps

1) Introduction

The Plan's Introduction Section provides background regarding how the plan was developed:

- At a high level, the PSIC Office, in conjunction with the U.S. Department of Homeland Security (DHS) Office of Emergency Communications (OEC), held an Outreach Plan Brainstorming Session as part of its April 13, 2010 Statewide SCIP Implementation Workshop.

- Key policy areas briefed during the workshop included:
  - Preparing to Prove Compliance with NECP Goals
  - Meeting the FCC Narrowbanding Requirements
  - Arizona's Interoperability Goals & SCIP Initiatives
  - Regional Planning
  - Key Initiatives including Arizona Interagency Radio System (AIRS), Communication Assets Survey and Mapping Tool (CASM) and Tactical Interoperable Communications Plan (TICP)

- Attendees also participated in breakout sessions designed to identify key local stakeholders and priorities for outreach and education efforts.

- The information gathered during the breakout sessions was used as a basis for developing the Plan.

2) Goals

The Plan supports the following goals which are significant to the success of interoperable communication efforts across the State:

- Educate and encourage collaboration among first responder policy makers and practitioners

- Build and sustain statewide interest and involvement in PSCC, SIEC, and their Workgroups

- Combine efforts & leverage knowledge and expertise

- Engage stakeholders of all types statewide as messengers

3) Fundamental Messages

Key messages regarding communications interoperability:

- Interoperability saves lives.

- Interoperability should be a significant priority for stakeholders at all levels of government (Federal, State, regional, local and tribal).

- Statewide efforts to improve interoperability are ongoing and identified through initiatives included in Arizona's SCIP. There are many opportunities for involvement in implementation of key SCIP initiatives.

- Stakeholder input and participation in PSCC, SIEC, and their associated Workgroups is critical to advancing interoperability.

- Best practices for enhancing communications interoperability should be propagated throughout Arizona.

- By using interoperable communications, emergency response professionals will be able to improve the quality and effectiveness of their incident management and operations.

4) Outreach Tactics

Tactics that will effectively communicate fundamental messages and topical information are recommended as follows:

- Meetings and Gatherings
  - Regional and statewide meetings, conferences, workshops, exercises and other collaborative events

- Making Personal Contact
  - Telephone calls, in person interaction, interviews and discussions

- Fostering Partnerships
  - Development of relationships that allow knowledge and expertise to be leveraged for the benefit of many parties

- Utilizing Electronic Resources
  - PSIC Website: www.azgita.gov/psic
  - Emails, distribution lists, websites, blogs, electronic bulletin boards

- Utilizing Print and Visual Resources
  - Production of resources as appropriate: guides, fact sheets, newsletters, DVDs, training materials, etc.
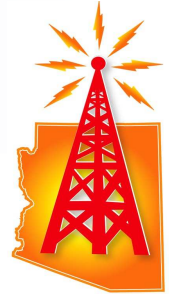
5) Targeted Interoperability Topics

- Outreach efforts in 2011, in addition to an overall focus on the importance of communications interoperability, will focus on three key interoperability topics:

  1. NECP Goal Two Performance Assessments, CASM & TICPs

  2. FCC Narrowbanding Compliance

  3. Interoperable Channel Usage (National, Regional, AIRS, etc.)

  DISCUSSION: Are these the Right Outreach Topics to Focus on this Year?

- In the Plan, each topic is divided into subsections: Background; Supporting Materials; Stakeholder Roles.

6) Target Audiences and Next Steps

- Target audiences are categorized in the following groups:
  - Leadership (Federal, State, regional, local and tribal levels)
  - Technical/Communications Staff
  - Responders
  - Public Information Officers (PIOs)
  - Other (Utilities, NGOs, etc.)

- Next Steps
  - It is the aim of the Plan that stakeholders in all areas of public safety will combine efforts, leverage their expertise, share success stories and work in partnership to move the State forward in achieving communications interoperability.

  - Annual reviews of the Plan will be conducted by PSCC to determine if efforts are consistent with SCIP Initiatives and identified priorities, and updates will be made as necessary.

Outreach Plan Review Process

- The Draft Plan will be emailed to the PSCC and posted on the PSIC website within the next week for a 2 week comment period.

- Based on the input received, PSIC will make additional revisions to the Plan

- PSIC will post the updated version of the Plan two weeks prior to the April PSCC meeting (in hopes of PSCC approving the Plan at the April meeting).

Further Questions, Comments, Discussion?

Thank you!!!